

- Webcam – The camera has been installed in the housing unit. It will be mounted by Daryl and David on the next nice day.
- Susan spoke to April to ask that the DBA is consulted before road and parking lot closures for filming are approved by the town. Due to time constraints when the requests come in, Susan was told this cannot happen.
Action Item: Susan will talk to businesses that were directly affected by parking lot and street closure during the most recent filming.
Action Item: This will be discussed at the next board meeting and the Town’s Guidebook for Film Production will be reviewed.
- Susan spoke to Jennifer Obdam about the condition of the hanging baskets. Jennifer suggested we plant pink or purple petunias next year as they tend to last longer. April McNamara will be looking after order the hanging baskets next year and will also be in charge of the watering. Susan will work closely with her on both of these items.

4) Events Report. A detailed report is on file. Items discussed in detail by the board members are listed below.

- Open Streets
 - The board discussed the pros and cons of the two events. The organizing committee is meeting on October 26th. Susan will bring the board’s ideas and concerns to the committee and report back to the board at the next meeting.
- Pole Decorating Contest
 - The event was cancelled due to lack of interest.
- Light up the Park
 - Susan will be away for this event. She will make sure Daryl has the switch and everything else he will need. David will help out and act as MC.
- Santa
 - Jim Beatty has given approval to have Santa in the Beatty Building. Doug Graham will be available for some of the dates. Susan has also contacted Jim McCoubrey. Stuffed animals will be given away.
- Shop the Neighbourhood
 - This is a nationwide campaign encouraging people to shop local. The DBA is registered and it is up to each individual business to register on line with their “deal” for that day.
Action Item: Susan will visit each business to encourage them to participate

5) Marketing Report. A detailed report is on file. Items discussed in detail by the board members are listed below.

- Sideroads Magazine
 - An ad was put in the December issue promoting Santa coming downtown and the downtown dollars.
- Radio Ads
 - We have \$1300 in the budget for Christmas radio ads. The ads will start the week before the Santa Claus parade to promote the Shop the Neighbourhood event.

6) Financial Report

Resolution 15-37

“Motion to withhold Susan’s vacation pay effective immediately. The money is to be paid out when requested by Susan before Dec. 31 of each year”.

Moved by: Paul Borneman

Seconded by: David Coles

Carried

“Motion for the financial statements be accepted as presented.”

Moved by: Paul Borneman

Seconded by: David Coles

Carried

7) Councilor’s Report

- A company has been hired for the town’s IT services. Once this moves forward then Wifi in the downtown can be revisited.

8) Chamber Report

- Terry O’Rielly has been rescheduled for January due to low ticket sales.

Action Plan: Susan will promote this event in the next newsletter.

9) Pending Business

a) Surplus money to purchase items for downtown

- Susan has started preparing an Actual vs Budget spreadsheet for the 2016 budget. Right now it looks like there is a projected surplus of approximately \$6200.
- David has seen an empty billboard advertising space for rent on the northbound 400 around Mactier.

Action Item: Susan will look for the board and contact the number listed.

- Can we put something about “Shop Downtown” on the Stockey Centre’s message board?

Action Item: Susan will contact Greg Hancock to ask.

- A map of the downtown should be displayed at the marina.

Action Item: Susan will contact the marina to ask.

- David was at the Hwy 400 info centre. He was there for 20 minutes and only saw our ad come up once. He also noticed that very, very few people stopped to look at the digital ad display.

Action Item: Susan will ask how often our ad is programmed to come up.

- It was decided not to spend any money right now. The money will be left and added to the 2016 budget.

b) Standard of Care expectations for downtown

- Susan drafted a letter that was reviewed by the board.

Action Item: Susan will send the letter to Daryl and he will make some changes.

10) New Business

a) TODS (Tourism-Oriented Directional) Sign

- The DBA can submit an application for the Downtown to be listed on a TODS Sign on the highway north and south of exit #224 as well as on the exit ramp.

Resolution 15-38

“Motion to submit an application to have a TODS Sign put up north and south of exit #224. The cost will be \$300 per direction per year for a 3 year contract plus a \$50 application fee”

Moved by: David Coles

Seconded by: Dora Logan

Carried

b) Parking Committee Report

- The Parking Committee met and discussed the Free Parking campaign. Tammy will be making a full report at the October 20th council meeting. The committee’s recommendation is to continue with free parking in the downtown.

c) Putting up Christmas garland

- Everyone who is available will meet on Saturday, November 14th at 11am at Dunn’s storage to help put up the garland.

Action Item: Susan to send out an e-mail reminder the week before.

d) Pegahmagabow sculpture

- A sculpture is being created of a war hero, the federal government is paying 50% of the cost. Some fundraising is being done.

Action Item: Susan will send this out to the membership once she receives an electronic package from Paul.

e) Doug Graham’s hockey stick proposal

- Stockey Centre has turned down Doug’s request to have the hockey stick located on their property.
- Doug McCann has come by to see Daryl to talk about the DBA’s thoughts on this project.
- Some possible locations – BOCC, Trestle Bridge, Kinsman Park

f) Christmas party

- Paul will ask if the DBA can be included in the town’s Christmas party.

11) That pursuant to Section 239(2) of the Municipal Act, R.S.O. 2001, Chapter 25, as amended, the Parry Sound Downtown Business Association move to a meeting closed to the public in order to address a matter(s) pertaining to:

- a. labour relations or employee negotiations (contract review)

“Motion for the DBA Board of Management to go In Camera at 8:01 pm”.

Moved by: Paul Borneman

Seconded by: David Coles

Carried

12) Next board meeting – November 11, 2015, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator